

Agenda Report

TO: CITY COUNCIL

DATE: January 22, 2007

FROM: CITY MANAGER

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH TRUECYCLE FOR SERVICES TO HOLD ELECTRONIC WASTE COLLECTION EVENTS IN THE CITY OF PASADENA AND COLLECT, TRANSPORT, AND RECYCLE ELECTRONIC WASTE

RECOMMENDATION

It is recommended that the City Council authorize the City Manager to enter into a contract, without competitive bidding pursuant to City Charter Section 1002 (F): contracts for professional or unique service, with TrueCycle for services to hold up to eight annual electronic waste collection events in the City of Pasadena and to collect, transport, and recycle electronic waste from the City Corporate Yard located at 233 West Mountain Street.

BACKGROUND

In 2001, the California Department of Toxic Substances Control banned computer monitors and televisions from disposal in landfills because they contained cathode ray tubes (CRT's). Each CRT can contain approximately five to seven pounds of lead. Lead is a toxic substance that can lead to lead poisoning in humans, especially young children.

In January 2006, the City of Pasadena was permitted by the California Integrated Waste Management Board as an approved collector of covered electronic waste (CEW). This permission also authorized the City to participate in the Covered Electronic Waste Recovery and Recycling Payment System provided by California's Electronic Waste Recycling Act of 2003. The designation of the City as an authorized collector allows for reimbursement from the State at a rate of \$0.20 per pound for monitors and television sets.

The City held an electronics recycling event in June of 2006 and collected over 44,000 pounds of electronic waste. A total of 450 cars drove through the event at an average of one car per minute. Even though 22 tons of electronic waste material was collected, staff believes that this amount is only a portion of what is potentially being generated by Pasadena residents, businesses, and organizations.

The Department of Public Works staff identified the need to hold quarterly electronic waste collection events to provide residents with the opportunity to safely dispose of their electronic waste. Staff developed a Request for Proposal (RFP) in order to find a company to perform these tasks. The RFP stated that the successful electronic waste recycling company would be required to collect, transport, and recycle the electronic waste collected at the events and from the City Yard. The Department of Public Works issued the Request for Proposal on August 31, 2006. A pre-bid conference was held on September 26, 2006.

The proposals were evaluated and scored according to the competitive selection criteria outlined in the request for proposal. TrueCycle received the highest score. A summary of the evaluation is shown in Attachment A.

Under the contract, TrueCycle will hold up to eight collection events within the City, dates and locations to be determined by the City; collect, transport and recycle all of the abandoned electronic waste located at the Public Works City Yards at 233 West Mountain Street; make a recovery payment to the City for all Covered Electronic Waste (CEW's) transferred to the recycler; and comply with all of the record keeping and reporting requirements.

FISCAL IMPACT

TrueCycle is approved by the California Integrated Waste Management Board (CIWMB) to participate in the Covered Electronic Waste Recovery and Recycling Payment System provided by California's Electronic Waste Recycling Act of 2003. TrueCycle will reimburse the City at the rates of \$0.20 per pound for cathode ray tube (CRT) devices; \$0.10 per pound for CPU's; \$0.02 per pound for mixed electronic waste and \$1.00 per pound for cell phones. The estimated annual revenue of \$24,000 will offset program costs. Program costs will consist of publicity costs to inform Pasadena residents and businesses about the collection events and are estimated to be \$12,000 annually. The remaining revenue will be used for collection of hazardous and universal waste (i.e. batteries, fluorescent lights and high intensity discharge (HID) lamps).

The estimated revenue for fiscal year 2008 in the amount of \$24,000 will be included in the Refuse Collection Fund's fiscal year 2008 revenue projections. The estimated revenue for fiscal year 2007 is \$13,000. This revenue will be recognized and appropriated on the Finance Department's next quarterly clean up report schedule to go to Council on February 26, 2007. The estimated program cost for fiscal year 2007 is \$6,000. This is based on two collection events between now and the end of the fiscal year. Subsequent years' revenue and program costs will be based on up to eight collection events.

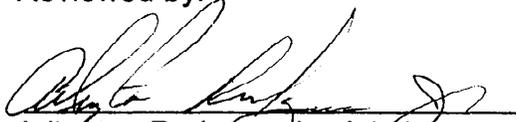
Respectfully submitted,


CYNTHIA J. KURTZ
City Manager

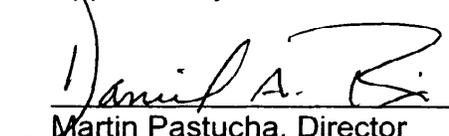
Prepared by:


Ursula Schmidt, Program Coordinator II
Department of Public Works

Reviewed by:


Arlington Rodgers, Jr., Administrator
Department of Public Works

Approved by:


Martin Pastucha, Director
for Department of Public Works

Criteria	%	ECS Refining	E-Recycling	Electronic Recyclers	TrueCycle
The Proposer must provide proof of certification that they are approved by the CIWMB to participate in the Covered Electronic Waste Recovery and Recycling Payment System (Payment System) provided by California's Electronic Waste Recycling Act of 2003 as amended, (Chapter 8.5, of Part 3 of Division 30 of the Public Resources Code, commencing with Section 42460, and Article 10.3, of Chapter 6.5 of Division 20 of the Health and Safety Code, commencing with Section 25214.9) and Title 14 of the California Code of Regulations (CCR), Division 7, Chapter 8.2, commencing with Section 18660.5). (30%)	30%	30	30	30	30
The Proposer must provide a detailed report showing their processing methodology and how they maximize the use of recycling by giving priority to material recycling processes with energy recovery being considered as a secondary option and landfill or incineration considered as last and final option and only if done in accordance with all corresponding environmental management requirements. (30%)	30%	30	30	30	30
The Proposer must provide a description of the Covered Electronic Waste (CEW) cancellation activities that includes the type of cancellation used. For all Covered Electronic Waste (CEW's) that are not cancelled but are transferred to another entity, a list of receiving entities and a description and quantification of those activities including but not limited to repair, refurbishment, resale, reuse, transfer and/or export. (25%)	25%	20	25	25	25
Compliance with the City of Pasadena's Affirmative Action in Contracting Ordinance as evidence by submission of completed forms AA-1 (5 %)	5%	5	5	5	5
Local Pasadena Business receive a 5% preference	5%	0	0	0	5
Small and Micro-Businesses receive a 5% preference (proposer must be certified by the State of California as a small or micro-business -	5%	0	0	0	0
Comments:					
Totals		85	90	90	95

**Disclosure Pursuant to the
City of Pasadena Taxpayer Protection Amendment of 2000
Pasadena City Charter, Article XVII**

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than a 10% equity, participation, or revenue interest in Contractor/Organization, as follows:

(If printing, please print legibly. Use additional sheets as necessary.)

1. Contractor/Organization Name:

TRUECYCLE, INC.

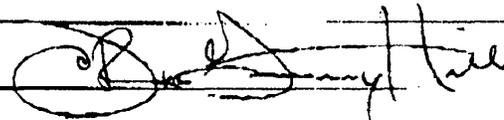
2. Name(s) of trustees, directors, partners, officers of Contractor/Organization:

TODD RYAN GREGORY HILL

3. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:

TODD RYAN GREGORY HILL

Prepared by:



Title:

founder & CEO

Date:

July 12, 2007

For office use only:

Contract Transaction No. _____

If not a contract, type of transaction: _____